FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00036665-B **Type of Permit:** FILMING **Release Date:** 02/16/2011

Production Company IDENTITY MEDIA INC

Insured Company Name IDENTITY MEDIA INC
Contact Phone No. 1 212-683-2500
Contact Phone No. 2
Fax
Address 400 W 14TH ST, 3RD FLOOR
NEW YORK, New York 10014

Production Title L'OREAL

Type of Production Commercial - Standard

Producer Bridgitte Pugh

Director Pierluca DeCarlo

1st AD Sonny Lowe

Production Manager Galen London

FilmL.A. Coordinator Adrian Fayad

Location Manager Galen London
Primary Phone Office - 212-683-2500
Secondary Phone Office - 310-502-5100

Location Assistant na na
Primary Phone Office - 000-000-0000
Secondary Phone

Fees

FILMLA FILM PERMIT RIDER FEE $100.00

FILMLA MONITOR FEES $75.00

Total Permit Fee $175.00

Number of Locations 1

NOT A PERMIT

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Summary Information — Location

Permit Number F00036665-B
Production Company IDENTITY MEDIA INC
Insured Company IDENTITY MEDIA INC
Production Title L'OREAL

Location Manager Galen London
Primary Phone Office - 212-683-2500
Secondary Phone Office - 310-502-5100

Location Address 191 S Hudson Ave, Los Angeles, CA, 90004

Location Type Private Residence

Film Dates 2/15/2011 - 2/15/2011 11:00 - 16:30

Open or Closed to the Public Closed

Generic Conditions
All Vehicles must be parked legally.
FilmLA Monitor required at a minimum of four hours.
Must comply with attached conditions
Must Maintain 5' Clearance on Sidewalks/Walkways
No Cast and Crew parking on areas streets.
No stopping or setting up in front of merchants or residents without prior approval
Number of uniformed officers listed on the permit is a minimum requirement. Permittee remains responsible for deploying a sufficient number of uniformed officers to provide traffic and crowd control to ensure the safety of the film crew and the public.

Please see attached document Hancock Park - Windsor Square October 2010.pdf

Equipment on Location

Type	Quantity
Camera cars	1
Picture vehicles	1
Process Trailer	1
Vans	1

Personnel on Location

Type	Quantity
Cast	1
Crew	15
FilmL.A. Monitor(s)	1
Off-Duty/Retired LAPD Officer(s)	4

Filming Activities Drive by; Drive ups & away; Equipment on sidewalk, in curb lane & across street; Intermittent traffic control - 2 minutes standard;

Jurisdiction **Political:** Los Angeles City - Council District 04 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

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Coordinator Note FILM LA MONITOR REQUIRED. 2/15; 1000-1300 HOURS.

Parking

Base Camp
Location Type : Location

Crew Parking
Location Type : Location

NOT A PERMIT

SPECIAL FILMING CONDITIONS
HANCOCK PARK/WINDSOR SQUARE

The Special Filming Conditions described below will be included in the terms and conditions of permits issued for filming in this area and are in addition to the standard terms and conditions applicable to filming permits generally. While these Special Filming Conditions will be included as terms if a permit for filming in this area is issued, they are not intended to, and do not, establish the criteria or standards for determining whether or not a particular permit (or permits) will be issued for this area. The decision whether or not a particular permit (or permits) will be issued is vested in the discretion of the appropriate City or County department or their designees (including FilmL.A., Inc.), to be exercised consistent with public health, safety and general welfare, and applicable land-use ordinances.

- **FilmL.A., Inc. will evaluate all requests for permits in this area using the following criteria:** Frequency of filming per block near the requested location and parking areas – Duration and frequency of recent filming – Proximity of concurrent filming activities – Historical use – Recent problems or complaints – Number of filming days requested – Company size – Proposed activities (effects, excessive noise, cranes, etc.) – any other criteria that may be relevant to the specific situation. ***NO PERMITS FOR THIS AREA SHOULD BE ASSUMED TO BE AVAILABLE WITHOUT THE ABOVE REVIEW.***

- **Affected residents must be notified at least two (2) days in advance of the first day of filming or the first day of any substantial set preparation.** *Permit request must be submitted to FilmL.A. at least three (3) days in advance.*

- **Filming in the <u>Hancock Park</u> (bounded by Highland Avenue, Melrose Avenue, Wilshire Boulevard and Rossmore Avenue) requires that notification be given to the representative of that Homeowners' Association.** *The current contact is Ruth Marmelzat (323) 934-0138. Please call between the hours of 9 a.m. and 5 p.m. only*

- **Filming in the <u>Windsor Square</u> (bounded by Arden Boulevard, Beverly Boulevard, Van Ness Avenue and Wilshire Boulevard) requires that notification be given to the representative of that Homeowners' Association.** *The current contact is Mike Cornwell (310) 387-9248.*

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- **Weekend and holiday filming is generally prohibited, unless approved by FilmL.A.**

- **A FilmL.A. Monitor will be assigned to encourage compliance with the permit and conditions.** The Monitor will generally arrive at the designated location 1 hour prior to the permit start time to note proper arrival time and remain with the production company during all filming-related activities and ensure proper departure time.

- **Personal vehicles of cast/crew are not permitted to park on area streets.** Off-site parking must be arranged by the production company and cast/crew must be shuttled to and from the location.

- **Parking of production equipment is limited to one side of the street.** Film company vehicles shall not interfere with gardeners' activities, trash pick up, safe use of the streets or access to resident driveways, unless approved by the affected residents.

- **The standard residential requirement prohibiting arrival before 7:00 a.m. and departure after 10:00 p.m., Monday through Friday, must be strictly adhered to.** An extension of the standard filming hours requires that affected residents be surveyed to identify neighborhood concerns and the approved hours and days but must be specifically indicated on the permit.

- **Sidewalks must be kept clear at all times.**

- **Craft services, catering trucks, food preparation tables and dining tables are prohibited on sidewalks or parkways and must be out of public view.**

- **Generator(s) with the proper noise shield shall only be parked in front of the location house, or in front of houses that have approved this activity**.

- Cast and crew shall be informed of the provisions of the **<u>Filmmakers' Code of Professional Responsibility.</u>**

FILMLA PERMIT